

TvSCAN Petry-Ian

Elise Cloyd - 10/31/12 1:39 PM

218866

Broadcast Order/Confirmation

Grand Rapids-Kalmzoo-B.crk - MAYNOV Nielsen

Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

| | |
|--|--|
| Buyer Elise Cloyd Client Americans for Prosperity | Order Number 97 Campaign Est. 97 Flight Flight 1 11/01/12-11/06/12 |
| Station WOOD Address | Agency Mentzer Media Services Inc Address 600 Fairmount Avenue Suite 306 Towson MD 21286 |

WOOD-NBC

| Time Period | Rate | Run Dates | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su | RTG | QAI P 50+ | CPP |
|---|----------|-------------|-----|----|----|----|----|----|----|----|----|-----|-----------|------------|
| 3 NEWS8-DAYBREAK Th-Fr 6:00a- 7:00a | \$2,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 4 | | \$500.00 |
| 3 TODAY SHW Th-Fr 7:00a- 9:00a | \$2,700 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 5 | | \$540.00 |
| 2 NEWS 8 AT NOON Th-Fr 12:00p- 1:00p | \$2,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 7 | | \$285.71 |
| 3 RACHEL RAY Th-Fr 2:00p- 3:00p | \$600 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 2 | | \$300.00 |
| 1 NEWS 8 AT 5PM Th-Fr 5:00p- 5:30p | \$9,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 9 | | \$1,000.00 |
| 1 NEWS8 AT 530PM Th-Fr 5:30p- 6:00p | \$10,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 10 | | \$1,000.00 |
| 2 INSIDE EDITION Th-Fr 7:00p- 7:30p | \$5,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 4 | | \$1,250.00 |
| 2 TONITE SHW-NBC Th-Fr 11:35p-12:35a | \$3,000 | Nov01-Nov02 | :60 | 2 | -- | -- | -- | 1 | 1 | -- | -- | 2 | | \$1,500.00 |
| 3 DATELINE Fri 10:00p-11:00p | \$4,000 | Nov02-Nov02 | :60 | 1 | -- | -- | -- | -- | 1 | -- | -- | 4 | | \$1,000.00 |
| 1 NEWS 8 SAT AM Sat 7:00a- 8:00a | \$4,000 | Nov03-Nov03 | :60 | 1 | -- | -- | -- | -- | -- | 1 | -- | 7 | | \$571.43 |
| 3 NEWS 8 AT 11PM Sat 11:00p-11:30p | \$8,000 | Nov03-Nov03 | :60 | 1 | -- | -- | -- | -- | -- | 1 | -- | 7 | | \$1,142.86 |

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| WOOD-NBC | | | | | | | | | | | | | | QAJ P 50+ | |
|-------------|------|-----------|-----|----|----|----|----|----|----|----|----|-----|-----|-----------|--|
| Time Period | Rate | Run Dates | Len | Sp | Mo | Tu | We | Th | Fr | Sa | Su | RTG | CPP | | |

| | | | | | | | | | | | | | | | |
|---|---------------------|----------|-------------|-----|---|----|----|----|----|----|----|----|------------|--|--|
| 2 | NEWS 8 SAT AM | | | | | | | | | | | | | | |
| | Sun 7:00a- 8:00a | \$4,000 | Nov04-Nov04 | :60 | 1 | -- | -- | -- | -- | -- | 1 | 7 | \$571.43 | | |
| 3 | NEWS8-DAYBREAK | | | | | | | | | | | | | | |
| | Mo-Tu 6:00a- 7:00a | \$2,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 4 | \$500.00 | | |
| 3 | TODAY SHW | | | | | | | | | | | | | | |
| | Mo-Tu 7:00a- 9:00a | \$2,700 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 5 | \$540.00 | | |
| 2 | NEWS 8 AT NOON | | | | | | | | | | | | | | |
| | Mo-Tu 12:00p- 1:00p | \$2,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 7 | \$285.71 | | |
| 3 | RACHEL RAY | | | | | | | | | | | | | | |
| | Mo-Tu 2:00p- 3:00p | \$600 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 2 | \$300.00 | | |
| 1 | NEWS 8 AT 5PM | | | | | | | | | | | | | | |
| | Mo-Tu 5:00p- 5:30p | \$9,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 9 | \$1,000.00 | | |
| 1 | NEWS8 AT 530PM | | | | | | | | | | | | | | |
| | Mo-Tu 5:30p- 6:00p | \$10,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 10 | \$1,000.00 | | |
| 2 | INSIDE EDITION | | | | | | | | | | | | | | |
| | Mo-Tu 7:00p- 7:30p | \$5,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 4 | \$1,250.00 | | |
| 2 | TONITE SHW-NBC | | | | | | | | | | | | | | |
| | Mo-Tu 11:35p-12:35a | \$3,000 | Nov05-Nov06 | :60 | 1 | 1 | -- | -- | -- | -- | -- | 2 | \$1,500.00 | | |

| | | | | | | | |
|-------------|----------|--------------|----|-------------------|--|------|----------|
| WOOD Totals | | \$122,900 | 28 | Reach / Frequency | | 154 | \$798.05 |
| | | | | | | 71.3 | 2.2 |
| Monthly | Nov 2012 | | | | | | |
| Gross Cost | | \$122,900.00 | | | | | |

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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